



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

	<u>Contract / Revision</u> 559564 /	<u>Alt Order #</u> 07888604
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 09/11/12 - 09/17/12	<u>Estimate #</u> 12/11/733	
<u>Advertiser</u> Crossroads GPS	<u>Original Date / Revision</u> 10/01/12 / 10/01/12	
		<u>Billing Cycle</u> EOM/EOC
		<u>Broadcast</u>
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	<u>Totals</u>	
											Spots	Amount
1 3		09/11/12	09/18/12	NewsChannel 3 News	5-6am		:30			NM	4	\$1,940.00
		<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> -1111--		<u>Spots/Week</u> 4		<u>Rate</u> \$485.00				
2 3		09/17/12	09/17/12	NewsChannel 3 News	5-6am		:30			NM	1	\$485.00
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$485.00				
3 3		09/11/12	09/16/12	Newschannel 3 News	6-7am		:30			NM	4	\$2,520.00
		<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> -1111--		<u>Spots/Week</u> 4		<u>Rate</u> \$630.00				
4 3		09/17/12	09/17/12	Newschannel 3 News	6-7am		:30			NM	1	\$630.00
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$630.00				
5 3		09/11/12	09/16/12	CBS This Morning	7-9a		:30			NM	8	\$1,680.00
		<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 8		<u>Rate</u> \$210.00				
E 6 3		09/11/12	09/16/12	Let's Make A Deal 9am	9-10am		:30			NM	3	\$1,590.00
		<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> -1111--		<u>Spots/Week</u> 4		<u>Rate</u> \$530.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
4 3		09/10/12-09/16/12		Let's Make A Deal 9am	9-10am	-TUWThF----	:30		\$630.00	NM		
		<u>Credited</u>										
7 3		09/17/12	09/17/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$530.00
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$530.00				
8 3		09/11/12	09/16/12	Price Is Right	11am-12n		:30			NM	4	\$2,520.00
		<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 4		<u>Rate</u> \$630.00				
9 3		09/17/12	09/17/12	Price Is Right	11am-12n		:30			NM	1	\$630.00
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1		<u>Rate</u> \$630.00				
10 3		09/11/12	09/16/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,680.00
		<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> -1111--		<u>Spots/Week</u> 4		<u>Rate</u> \$420.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 559564 /	Alt Order # 07888604
Contract Dates 09/11/12 - 09/17/12	Product Crossroads GPS
Advertiser Crossroads GPS	Original Date / Revision 10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
11 3		09/17/12	09/17/12	Newschannel 3 News	12n-1230pm		:30			NM	1 \$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$420.00		
12 3		09/11/12	09/16/12	CBS Daytime	1228-3pm		:30			NM	8 \$4,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-2222--					8	\$530.00		
13 3		09/17/12	09/17/12	CBS Daytime	1228-3pm		:30			NM	2 \$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					2	\$530.00		
14 3		09/11/12	09/16/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4 \$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/18/12	-1111--					4	\$420.00		
15 3		09/17/12	09/17/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1 \$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$420.00		
16 3		09/11/12	09/16/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4 \$2,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-1111--					4	\$530.00		
17 3		09/17/12	09/17/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1 \$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$530.00		
18 3		09/11/12	09/16/12	Newschannel 3 News	5-530pm		:30			NM	4 \$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-1111--					4	\$550.00		
19 3		09/17/12	09/17/12	Newschannel 3 News	5-530pm		:30			NM	1 \$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$550.00		
20 3		09/11/12	09/16/12	Newschannel 3 News	530-6pm		:30			NM	4 \$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-1111--					4	\$550.00		
21 3		09/17/12	09/17/12	Newschannel 3 News	530-6pm		:30			NM	1 \$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$550.00		
22 3		09/11/12	09/16/12	Newschannel 3 News	6-630pm		:30			NM	4 \$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-1111--					4	\$840.00		
23 3		09/17/12	09/17/12	Newschannel 3 News	6-630pm		:30			NM	1 \$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$840.00		
24 3		09/11/12	09/16/12	7-730pm	7-730pm		:30			NM	4 \$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-1111--					4	\$840.00		
25 3		09/17/12	09/17/12	7-730pm	7-730pm		:30			NM	1 \$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	M-----					1	\$840.00		
26 3		09/11/12	09/16/12	M-F 730-8pm	730p-8pm		:30			NM	4 \$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-TWTF--					4	\$840.00		
27 3		09/17/12	09/17/12	M-F 730-8pm	730p-8pm		:30			NM	1 \$840.00

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Advertiser Crossroads GPS	Original Date / Revision 10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
		Week: 09/17/12	09/23/12	M-----				1	\$840.00		
E 28 3	09/16/12	09/16/12	Sunday	Prima	7-8pm		:30			NM	0 \$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/10/12	09/16/12	-----S					1	\$4,705.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>			Type	
	1	3	09/10/12-09/16/12	Sunday Prime	7-8pm	-----SL	:30		\$4,705.00	NM	
			Credited								
29 3	09/11/12	09/16/12	Late News (M-F)		11-1135p		:30			NM	4 \$5,020.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/10/12	09/16/12	-1111--					4	\$1,255.00		
30 3	09/17/12	09/17/12	Late News (M-F)		11-1135p		:30			NM	1 \$1,255.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/17/12	09/23/12	M-----					1	\$1,255.00		
31 3	09/15/12	09/15/12	Lata News (Sa-Su)		11-1135p		:30			NM	1 \$950.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/10/12	09/16/12	-----S-					1	\$950.00		
32 3	09/16/12	09/16/12	Lata News (Sa-Su)		11-1135p		:30			NM	1 \$950.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/10/12	09/16/12	-----S					1	\$950.00		
33 3	09/11/12	09/16/12	Late Night with David Letterman	1135pm-1237am			:30			NM	4 \$1,940.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/10/12	09/16/12	-1111--					4	\$485.00		
34 3	09/17/12	09/17/12	Late Night with David Letterman	1135pm-1237am			:30			NM	1 \$485.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/17/12	09/23/12	M-----					1	\$485.00		
35 3	09/11/12	09/16/12	Late Late Show w/Craig Ferg	1237-139am			:30			NM	4 \$540.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/10/12	09/16/12	-1111--					4	\$135.00		
36 3	09/17/12	09/17/12	Lata Late Show w/Craig Ferg	1237-139am			:30			NM	1 \$135.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/17/12	09/23/12	M-----					1	\$135.00		
37 3	09/17/12	09/17/12	CBS This Morning		7-9a		:30			NM	2 \$420.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
	Week: 09/17/12	09/23/12	M-----					2	\$210.00		
Totals										96	\$54,470.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	96	\$54,470.00	\$46,299.50
Totals	96	\$54,470.00	\$46,299.50

Signature: _____ Date: _____

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